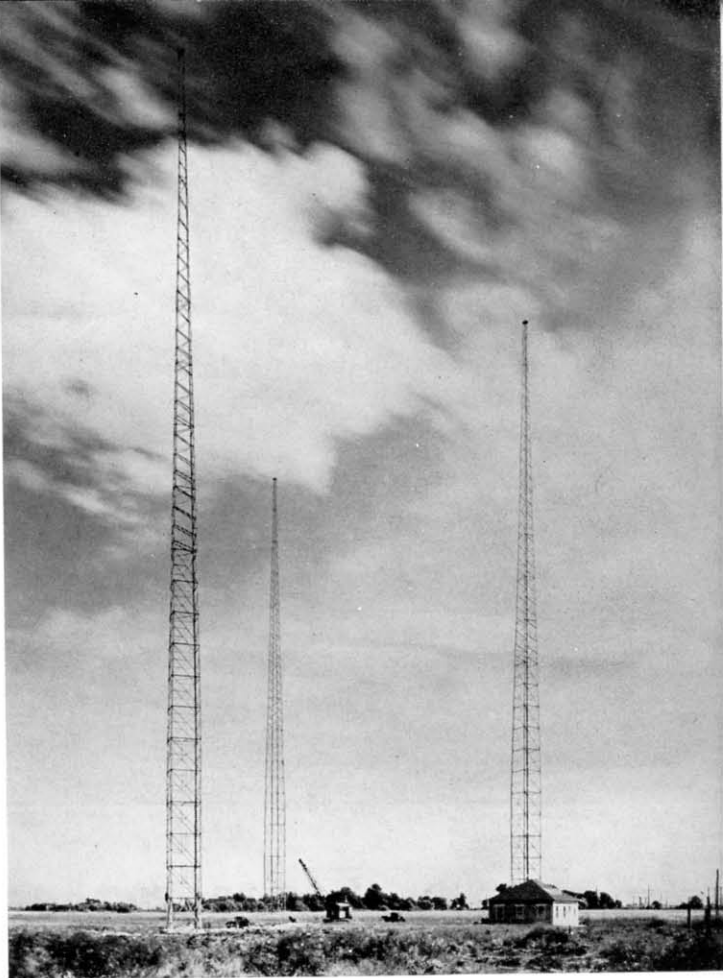
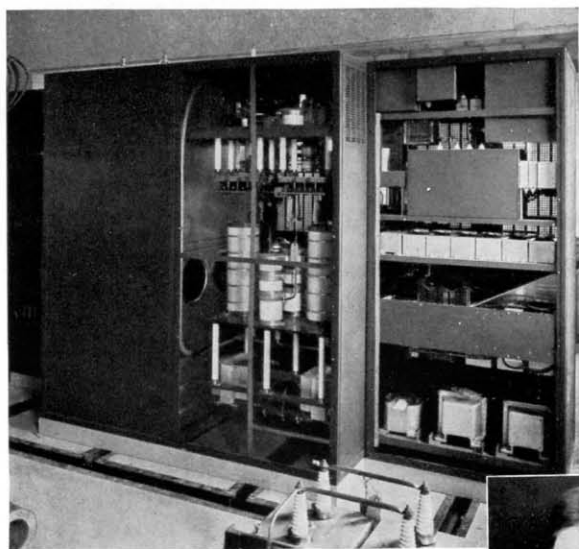


WHIP

Hammond, Ind.

Located in one of the most closely integrated industrial areas in the United States WHIP goes on the air prepared to perform an important job in the realm of broadcasting. The new station is owned and operated by the Hammond-Calumet Broadcasting Corporation. Nearly ten million potential listeners in Illinois, Indiana, Michigan and Wisconsin may now tune in and enjoy the wide variety of programs traveling the air channels via WHIP's transmitter.



Three 350-foot shunt-excited towers give an increase in efficiency of from 15 to 20 per cent. The base spread of each tower is only 12 feet.

Left: O. E. Richardson, commercial manager and part owner of this new broadcasting station.



Lower left: Decorative stairway which leads to the suite of studios in the Lincoln Building.

Upper left: Rear view of transmitter. Skilled engineers of Bell Telephone Laboratories were employed to plan the installation of this equipment.

Below: The Western Electric 5,000 watt transmitter located within five miles of the southern city limits. It completely covers Chicagoland, recognized as the great mass market of inland America.

